

**MANSFIELD DOWNTOWN PARTNERSHIP  
ADVERTISING AND PROMOTION COMMITTEE**

**Meeting**

**Wednesday, February 26, 2014**

**860.429.2740**

**4:15 pm**

**Minutes**

**Present:** Toni Moran, Alexinia Baldwin, Dee Goodrich, Shawn Kornegay, Betsy Paterson, Shamim Patwa, Barry Schreier, Kristin Schwab, and Cara Workman

**Staff:** Cynthia van Zelm and Kathleen Paterson

**1. Call to order**

Chair Toni Moran called the meeting to order at 4:18 pm.

**2. Public comment**

There was no public comment.

**3. Approval of Minutes from January 22, 2014**

Shawn Kornegay moved to approve the Minutes.

Barry Schreier seconded the motion.

The Committee approved the Minutes unanimously with two abstentions (Paterson and Workman).

**4. Update from Art Fair subcommittee**

In the absence of the subcommittee Chair Janet Jones, Kathleen Paterson explained that the Art Fair subcommittee had met on the previous Friday. She said that the name of the event is the "Square Fair," and it will take place on the fourth Friday of each month from May through September from 5:00 pm until 9:00 pm. Ms. K. Paterson said that the subcommittee developed an application which has been mailed to over two hundred local artists, emailed to another twenty-five or so, and emailed to twenty local arts organizations and schools. She noted that the deadline for artists and makers to apply is Friday, March 28.

Shamim Patwa asked if Windham Arts and the Artists Open Studios have been notified. Ms. K. Paterson answered in the affirmative.

Cara Workman suggested submitting the information to UConn's Daily Digest, the School of Fine Arts, and the Co-op (both locations). Ms. K. Paterson replied that the School of Fine Arts and both Co-op's have received the information. **Cynthia van Zelm will contact John Armstrong about placing an announcement in the Daily Digest.**

Kristin Schwab asked if there were plans for banners or signs to create a festive location and a sense of the event. Ms. K. Paterson said that there no such plans in place yet as the subcommittee is waiting to

hear back from a potential sponsor; the budget thus far is limited to future application and participation fees.

Ms. Moran suggested asking the Community School of the Arts and UConn's School of Fine Arts to broadcast the opportunity. Ms. K. Paterson said she had submitted the application to both entities with a request to share it with their students, faculty, and staff. She said that both CSA and SFA have shared the information with their constituencies.

Ms. Kornegay suggested sending the information to *The Daily Campus*.

Dee Goodrich suggested asking CRT if they can add an insert to their programs for the spring and summer schedule.

Ms. Kornegay suggested handing information out at the Farmers Market.

Ms. Workman suggested having an information table at UConn's Work-Life Expo in April. **Ms. van Zelm will talk to Pamela Heath-Johnson about options for this event.**

## **5. Update from Festival subcommittee**

Ms. Paterson said that the subcommittee is hard at work starting the planning for this event, which they have renamed the "Celebrate Mansfield Festival." Ms. Paterson explained that the subcommittee wanted to emphasize that the event is for the whole community and to connect the event to others that take place that weekend.

Ms. Schwab reported that she and Ms. K. Paterson had met to review the possibilities for the layout of the event in the new location. She estimates that eighty booths can fit; this number does not include tables in front of downtown businesses' individual storefronts. Ms. Schwab added that she and Ms. K. Paterson plan to take a tent out to test the spacing once the weather improves.

Ms. Moran thanked the subcommittee for their work and noted that some experimentation may be needed between this year and next as the subcommittee gets a feel for the new location.

Ms. Workman noted that the weekend of September 20 is also UConn's Family Weekend, and Cornucopia is that Sunday. **Ms. Workman will approach the staff for Cornucopia about a way to cross-promote the two events. She will also talk to the staff for Family Weekend about the possibility of adding the Celebrate Mansfield Festival to the weekend's schedule.**

Ms. Moran suggested promoting the Celebrate Mansfield Festival through the Ballard. **Ms. Paterson will follow-up with the Ballard staff.**

## **6. Other**

Ms. Workman passed around a "pet-friendly" brochure by Mystic Country and suggested that the committee consider doing something similar for Storrs Center in the future.

Ms. Workman reported that she has met with all of the camps that will take place on UConn's campus during the summer. They are each run by private organizations and have their own sets of rules and

procedures. If the committee has an idea of what type of promotional material they would like to share with the groups, she can ask them if they could use it.

After some discussion, the committee asked Ms. Workman to see if it would be possible to have the Storrs Center directories available at the registration tables.

**Ms. Workman and Ms. K. Paterson will work on promotional materials (including the directories and posters) for the summer.**

Ms. Patwa expressed concern that UConn does not have a place to pick up information about where to eat lunch or things to do like she has seen at other college campuses.

Ms. K. Paterson said that there is a link to the Partnership's website on the homepage of the Lodewick Visitors Center and a link to storrscenter.com on UConn's Summer programs website. She added that One, Nine, and Eleven Dog Lane and One Royce Circle were included on the most recent revision of the campus map.

Ms. Moran referenced the list of possible events included on the agenda and said she would like the committee to start thinking about the possibility of a kick-off concert for the Town Square the Friday before the Festival.

Ms. van Zelm briefly outlined the plans and timing expectations for the Town Square.

Ms. Kornegay suggested tying in such a concert with one of the Square Fairs.

Ms. K. Paterson said she would not want to have a kick-off concert before the stage roof is installed.

Ms. Schwab concurred and expressed concern with planning the event too early.

Ms. Moran provided a brief update on the fundraising efforts for Town Square.

## **7. Adjourn**

Ms. Paterson moved to adjourn the meeting.

Ms. Patwa seconded the motion.

The meeting adjourned at 5:15 pm.

*Minutes prepared by Kathleen M. Paterson*